1990 MONTHLY ACTUAL VS BUDGETED

	A	B	E	F	G	H	I	J	K	L	M	N	O	P
110		*1990 Budget*	JANUARY		Pct	FEBRUARY		Pct	MARCH		Pct	APRIL		Pct
111			Projected	Actual	Diff.	Projected	Actual	Diff.	Projected	Actual	Diff.	Projected	Actual	Diff.
112														
113		**SALES AND ROYALTY INCOME**												
114		Subscription Sales	32,288	32,288	0%	28,474	28,474	0%	27,310	27,310	0%	24,834	24,834	0%
115		Back Issue Sales	936	936	0%	723	723	0%	930	930	0%	935	935	0%
116		Mailing List Sales	1,937	1,937	0%	790	790	0%	888	888	0%	3,668	3,668	0%
117		Direct Distribution Sales	12,735	12,735	0%	3,954	3,954	0%	3,591	3,591	0%	3,971	3,971	0%
118		Warner Sales	0	0	all +	23,660	23,660	0%	10,800	10,800	0%	0	0	all +
119		Book & Postcard Sales	3,293	3,293	0%	2,743	2,743	0%	1,111	1,111	0%	789	789	0%
120		Royalty Income	0	0	all +	22,500	✓22,500	0%	0	0	all +	0	0	all +
121		Production Monies	0	0	all +	0	0	all +	12,500	✓12,500	0%	0	0	all +
122		Change In Sub Liability	0	0	all +	0	0	all +	0	0	all +	0	0	all +
123		**INCOME SUBTOTAL**	**51,188**	**✓51,188**	**0%**	**82,843**	**✓82,843**	**0%**	**57,129**	**✓57,129**	**0%**	**34,196**	**✓34,196**	**0%**
124														
125		**OTHER INCOME**												
126		Chronicle Income	2,750	2,750	0%	2,200	2,200	0%	2,200	2,200	0%	2,200	2,200	0%
127		Unclassifieds Income	917	917	0%	91	91	0%	1,221	1,221	0%	659	659	0%
128		Misc Royalty Income	360	360	0%	0	0	all +	341	341	0%	635	635	0%
129		Production Projects Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
130		Contributions General	2,194	2,194	0%	372	372	0%	-812	-812	0%	291	291	0%
131		Contributions WEI	13,070	13,070	0%	4,036	4,036	0%	18,305	18,305	0%	375	375	0%
132		Cyberthon Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
133		Library Project Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
134		Environmental Projects Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
135		Interest Income	487	487	0%	474	474	0%	524	524	0%	522	522	0%
136		Sale of Assets	0	0	all +	0	0	all +	0	0	all +	0	0	all +
137		Miscellaneous Income	0	0	all +	346	✓346	0%	50	50	0%	22	22	0%
138		**TOTAL OTHER INCOME**	**19,778**	**✓19,778**	**0%**	**7,519**	**✓7,519**	**0%**	**21,829**	**✓21,829**	**0%**	**4,703**	**✓4,703**	**0%**
139														
140		Grants Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
141		***TOTAL REVENUE***	***70,966***	***✓70,966***	**0%**	***90,362***	***90,362***	**0%**	***78,958***	***78,958***	**0%**	***38,899***	***✓38,899***	**0%**
142														
143		**COST OF SALES**												
144		Circulation Pay	2,907	2,907	0%	2,177	2,177	0%	2,960	2,960	0%	4,352	4,352	0%
145		Sub Fulfillment	1,538	1,538	0%	5,996	5,996	0%	792	792	0%	911	911	0%
146		Sub Premium Offers	759	759	0%	263	263	0%	345	345	0%	0	0	all -
147		MacSub Fulfillment OPS	727	727	0%	0	0	all -	0	0	all -	0	0	all -
148		MacSUB Fulfillment Pay	2,853	2,853	0%	2,505	2,505	0%	1,823	1,823	0%	1,278	1,278	0%
149		Circulation Promo	149	149	0%	833	833	0%	677	677	0%	1,271	1,271	0%
150		Renewal & Billing Expenses	0	0	all -	1,046	1,046	0%	1	1	0%	2,350	2,350	0%
151		Insert Expenses	0	0	all -	2,642	2,642	0%	0	0	all -	0	0	all -
152		Credit Card Discount	431	431	0%	378	378	0%	288	288	0%	226	226	0%
153		Direct Distributor Expenses	0	0	all -	401	401	0%	63	63	0%	24	24	0%
154		Warner Expenses	0	0	all -	2,384	2,384	0%	0	0	all -	2	2	0%
155		Printing Magazine	0	0	all -	24,561	24,561	0%	0	0	all -	0	0	all -
156		Mailing List Fulfillment	295	295	0%	186	186	0%	135	135	0%	305	305	0%
157		Editorial Pay	5,106	5,106	0%	4,260	4,260	0%	5,300	5,300	0%	5,931	5,931	0%
158		Writers and Contributors	570	570	0%	8,892	8,892	0%	1,175	1,175	0%	0	0	all -
159		Misc Editorial Expenses	160	160	0%	336	336	0%	1,083	1,083	0%	261	261	0%
160		Pre Press	342	342	0%	4,515	4,515	0%	0	0	all -	0	0	all -
161		Research Pay	1,352	1,352	0%	1,830	1,830	0%	2,219	2,219	0%	1,243	1,243	0%
162		Research Expense	522	522	0%	30	30	0%	399	399	0%	121	121	0%
163		Production Pay	8,125	8,125	0%	1,218	1,218	0%	5,870	5,870	0%	7,214	7,214	0%

1ST 6 MO. ECOLOG P/L :

IN 35,000
OUT 3,000
8500
20,125
25
PROFIT 3,350

JAN FEB MAR APR

	A	B	E	F	G	H	I	J	K	L	M	N	O	P
164		Production OPS	288	288	0%	0	0	all -	0	0	all -	0	0	all -
165		Outside Production Work	1,058	1,058	0%	47	47	0%	800	800	0%	1,321	1,321	0%
166		Production Supplies	959	959	0%	26	26	0%	786	786	0%	47	47	0%
167		Whole Earth Ecolog OPS	3,000	3,000	0%	8,500	8,500	0%	20,125	20,125	0%	0	0	all -
168		Whole Earth Ecolog Expenses	0	0	all -	3,375	3,375	0%	0	0	all -	0	0	all -
169		Purchase & Promo of Books etc.	24	24	0%	0	0	all -	4,719	4,719	0%	0	0	all -
170		Fulfillment of Books	846	846	0%	713	713	0%	355	355	0%	8	8	0%
171		Chronicle Expenses	2,176	2,176	0%	2,010	2,010	0%	1,945	1,945	0%	2,185	2,185	0%
172		Change in Inventory	0	0	all -	0	0	all -	0	0	all -	0	0	all -
173		**TOTAL COST OF SALES**	**34,184**	**34,184**	**0%**	**79,123**	**79,123**	**0%**	**51,860**	**51,860**	**0%**	**29,049**	**29,049**	**0%**
174														
175		**GROSS MARGIN**	**36,782**	**36,782**	**0%**	**11,240**	**11,240**	**0%**	**27,098**	**27,098**	**0%**	**9,850**	**9,850**	**0%**
176														
177		**GENERAL AND ADMINISTRATIVE EXP**												
178		Office Pay	2,888	2,888	0%	2,815	2,815	0%	3,258	3,258	0%	2,521	2,521	0%
179		Pub and Admin Pay	2,520	2,520	0%	3,937	3,937	0%	1,334	1,334	0%	1,739	1,739	0%
180		Pub and Admin Pre Project Pay	0	0	all -	147	147	0%	1,052	1,052	0%	564	564	0%
181		Director Pay	0	0	all -	0	0	all -	0	0	all -	0	0	all -
182		Insurance Workers Comp	0	0	all -	0	0	all -	1,010	1,010	0%	0	0	all -
183		Insurance Other	191	191	0%	191	191	0%	191	191	0%	191	191	0%
184		Paid Vacation Expense	408	408	0%	204	204	0%	0	0	all -	204	204	0%
185		Kaiser Health Plan	434	434	0%	434	434	0%	434	434	0%	434	434	0%
186		Taxes Other	164	164	0%	0	0	all -	0	0	all -	0	0	all -
187		Taxes Payroll	2,233	2,233	0%	1,568	1,568	0%	1,923	1,923	0%	4,797	4,797	0%
188		Office and Computer Supplies	499	499	0%	282	282	0%	607	607	0%	372	372	0%
189		Equip Rental Maint and Supplies	626	626	0%	582	582	0%	461	461	0%	367	367	0%
190		Telephone	470	470	0%	231	231	0%	732	732	0%	645	645	0%
191		Postage & FAX	74	74	0%	-290	-290	0%	1,743	1,743	0%	763	763	0%
192		Container Rent	230	230	0%	230	230	0%	230	230	0%	230	230	0%
193		Building Rent	3,069	3,069	0%	3,069	3,069	0%	3,069	3,069	0%	3,069	3,069	0%
194		Building Maintenance	190	190	0%	82	82	0%	122	122	0%	160	160	0%
195		Utilities	329	329	0%	346	346	0%	328	328	0%	275	275	0%
196		WEI Fundraising Salaries	0	0	all -	0	0	all -	0	0	all -	0	0	all -
197		WEI Fundraising OPS	2,000	2,000	0%	2,000	2,000	0%	2,000	2,000	0%	2,000	2,000	0%
198		WEI Fundraising Expenses	476	476	0%	150	150	0%	348	348	0%	349	349	0%
199		Cyberthon Salaries	0	0	all -	0	0	all -	0	0	all -	0	0	all -
200		Cyberthon OPS	0	0	all -	0	0	all -	0	0	all -	0	0	all -
201		Cyberthon Expenses	0	0	all -	0	0	all -	0	0	all -	0	0	all -
202		Library Project Salaries	0	0	all -	0	0	all -	0	0	all -	0	0	all -
203		Library Project OPS	0	0	all -	0	0	all -	0	0	all -	0	0	all -
204		Library Project Expenses	0	0	all -	0	0	all -	0	0	all -	0	0	all -
205		Environmental Projects Salaries	0	0	all -	0	0	all -	0	0	all -	0	0	all -
206		Environmental Projects OPS	0	0	all -	0	0	all -	0	0	all -	0	0	all -
207		Environmental Projects Expenses	0	0	all -	0	0	all -	0	0	all -	0	0	all -
208		Legal Professional and Copyright	687	687	0%	128	128	0%	76	76	0%	0	0	all -
209		Interest and Penalties	196	196	0%	197	197	0%	178	178	0%	174	174	0%
210		Bank Service Fees	39	39	0%	39	39	0%	46	46	0%	48	48	0%
211		Misc Pub and Admin Expenses	370	370	0%	883	883	0%	504	504	0%	32	32	0%
212		Misc Expenses	276	276	0%	112	112	0%	96	96	0%	207	207	0%
213		WELL Repay Expenses	0	0	all -	0	0	all -	0	0	all -	0	0	all -
214		**TOTAL GEN AND ADMIN EXPENSES**	**18,368**	**18,368**	**0%**	**17,335**	**17,335**	**0%**	**19,739**	**19,739**	**0%**	**19,141**	**19,141**	**0%**
215														
216		Grants Expense	0	0	all -	0	0	all -	0	0	all -	0	0	all -
217		**CHANGE IN FUND BALANCE**	**18,414**	***18,414***	**0%**	**-6,096**	***-6,096***	**0%**	**7,359**	***7,359***	**0%**	**-9,291**	***-9,291***	**0%**

	A	B	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
110		*1990 Budget*	MAY		Pct	JUNE		Pct	JULY		Pct	AUGUST		Pct
111			Projected	Actual	Diff.	Projected	Actual	Diff.	Projected	Actual	Diff.	Projected	Actual	Diff.
112														
113		**SALES AND ROYALTY INCOME**												
114		Subscription Sales	27,000	+14 41,425	53%	32,500	-6 26,251	-19%	48,000	37,681	-21%	28,000	22,916	-18%
115		Back Issue Sales	630	0 935	48%	630	+1 1,648	161%	630	868	38%	630	769	22%
116		Mailing List Sales	1,000	+1 2,056	106%	1,300	+2 3,205	147%	2,000	850	-58%	1,100	3,395	209%
117		Direct Distribution Sales	5,333	+1 6,418	20%	5,333	-4 1,444	-73%	5,333	8,610	61%	5,333	9,154	72%
118		Warner Sales	1,800	+4 5,888	227%	11,400	-1 10,500	-8%	1,800	3,314	84%	1,800	500	-72%
119		Book & Postcard Sales	1,000	798	-20%	1,000	0 1,631	63%	1,000	824	-18%	1,000	1,078	8%
120		Royalty Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
121		Production Monies	0	0	all +	0	0	all +	0	0	all +	0	0	all +
122		Change In Sub Liability	0	0	all +	0	0	all +	0	0	all +	0	0	all +
123		**INCOME SUBTOTAL**	**36,764**	**+20 57,520**	**56%**	**52,164**	**-8 44,679**	**-14%**	**58,764**	**52,146**	**-11%**	**37,864**	**37,811**	**0%**
124														
125		**OTHER INCOME**												
126		Chronicle Income	2,750	2,200	-20%	2,200	2,200	0%	2,200	2,200	0%	2,750	2,200	-20%
127		Unclassifieds Income	143	274	91%	1,145	1,183	3%	143	184	28%	143	1,021	613%
128		Misc Royalty Income	233	0	-100%	233	0	-100%	233	0	-100%	233	0	-100%
129		Production Projects Income	0	0	all +	0	401	all +	0	0	all +	0	0	all +
130		Contributions General	1,000	2,240	124%	1,000	1,465	47%	1,000	2,576	158%	1,000	1,282	28%
131		Contributions WEI	2,170	2,670	23%	4,000	2,600	-35%	4,000	15,810	295%	4,000	25	-99%
132		Cyberthon Income	0	0	all +	0	401	all +	8,250	0	-100%	25,000	32,800	31%
133		Library Project Income	0	0	all +	0	401	all +	5,000	0	-100%	0	0	all +
134		Environmental Projects Income	0	0	all +	0	401	all +	0	0	all +	0	0	all +
135		Interest Income	0	520	all +	0	444	all +	0	408	all +	249	377	52%
136		Sale of Assets	0	0	all +	0	0	all +	0	0	all +	0	0	all +
137		Miscellaneous Income	0	0	all +	0	0	all +	0	3,046	all +	0	0	all +
138		**TOTAL OTHER INCOME**	**6,296**	**+2 7,904**	**26%**	**8,578**	**+1 9,495**	**11%**	**20,826**	**24,224**	**16%**	**33,374**	**37,705**	**13%**
139														
140		Grants Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
141		***TOTAL REVENUE***	***43,059***	***+22 65,423***	**52%**	***60,741***	***-7 54,174***	**-11%**	***79,589***	***76,370***	**-4%**	***71,238***	***75,516***	**6%**
142														
143		**COST OF SALES**												
144		Circulation Pay	2,347	-1 3,239	38%	2,167	-1 3,286	52%	1,785	2,126	19%	1,785	1,970	10%
145		Sub Fulfillment	9,000	+4 5,119	-43%	0	-2 1,922	all -	0	1,036	all -	0	6,071	all -
146		Sub Premium Offers	0	0	all -	0	0	all -	0	220	all -	0	0	all -
147		MacSub Fulfillment OPS	0	0	all -	0	0	all -	0	-22	all -	0	78	all -
148		MacSUB Fulfillment Pay	3,124	+1 2,231	-29%	2,674	+1 1,501	-44%	2,678	995	-63%	2,550	771	-70%
149		Circulation Promo	700	0 612	-13%	2,526	0 2,633	4%	700	395	-44%	900	315	-65%
150		Renewal & Billing Expenses	1,400	0 781	-44%	5,794	+3 2,818	-51%	1,100	412	-63%	1,100	482	-56%
151		Insert Expenses	1,660	+2 0	-100%	0	-2 2,000	all -	0	0	all -	0	0	all -
152		Credit Card Discount	250	0 152	-39%	250	286	14%	250	42	-83%	250	-71	-129%
153		Direct Distributor Expenses	1,500	+1 137	-91%	0	-2 2,036	all -	0	149	all -	0	0	all -
154		Warner Expenses	3,000	+2 966	-68%	0	-2 2,177	all -	0	44	all -	0	86	all -
155		Printing Magazine	23,500	+23 0	-100%	0	-24 24,031	all -	0	0	all -	0	0	all -
156		Mailing List Fulfillment	230	0 291	26%	230	0 431	87%	230	110	-52%	230	514	124%
157		Editorial Pay	4,836	0 4,836	0%	7,030	0 7,030	0%	4,880	5,405	11%	3,688	4,785	30%
158		Writers and Contributors	6,300	+1 5,515	-12%	600	+0 0	-100%	600	0	-100%	6,300	8,267	31%
159		Misc Editorial Expenses	745	0 817	10%	745	0 1,242	67%	745	250	-66%	745	25	-97%
160		Pre Press	4,800	+5 33	-99%	0	-3 3,344	all -	0	454	all -	0	66	all -
161		Research Pay	918	0 918	0%	988	0 988	0%	1,275	937	-26%	1,339	1,039	-22%
162		Research Expense	400	0 83	-79%	400	0 226	-43%	400	15	-96%	400	0	-100%
163		Production Pay	389	0 389	0%	6,207	0 6,207	0%	7,994	5,406	-32%	1,252	1,861	49%

	A	B	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
				MAY			JN			JL			AG	
164		Production OPS	450	0	-100%	450	0	-100%	450	0	-100%	450	0	-100%
165		Outside Production Work	0	59	all -	0	296	all -	0	589	all -	0	0	all -
166		Production Supplies	450	0	-100%	450	0	-100%	450	407	-9%	450	0	-100%
167		Whole Earth Ecolog OPS	0	0	all -	0	0	all -	0	933	all -	0	0	all -
168		Whole Earth Ecolog Expenses	0	12	all -	0	13	all -	0	9	all -	0	20	all -
169		Purchase & Promo of Books etc.	0	216	all -	2,500	290	-88%	0	0	all -	0	0	all -
170		Fulfillment of Books	150	164	9%	150	109	-28%	150	523	249%	150	0	-100%
171		Chronicle Expenses	1,850	2,165	17%	1,850	1,865	1%	1,850	1,375	-26%	1,850	2,510	36%
172		Change in Inventory	0	0	all -	0	0	all -	0	0	all -	0	0	all -
173		**TOTAL COST OF SALES**	**67,998**	**28,734**	**-58%**	**35,012**	**64,730**	**85%**	**25,537**	**21,810**	**-15%**	**23,438**	**28,789**	**23%**
174														
175		**GROSS MARGIN**	**-24,939**	**36,689**	**-247%**	**25,729**	**-10,556**	**-141%**	**54,052**	**54,560**	**1%**	**47,800**	**46,727**	**-2%**
176														
177		**GENERAL AND ADMINISTRATIVE EXP**												
178		Office Pay	3,814	3,814	0%	2,745	2,745	0%	3,035	3,369	11%	2,869	2,652	-8%
179		Pub and Admin Pay	3,227	3,227	0%	2,087	2,087	0%	2,219	1,729	-22%	1,906	1,766	-7%
180		Pub and Admin Pre Project Pay	0	0	all -	0	0	all -	0	0	all -	0	0	all -
181		Director Pay	0	0	all -	2,917	2,917	0%	2,917	2,917	0%	2,917	2,917	0%
182		Insurance Workers Comp	0	0	all -	2,727	920	-66%	536	37	-93%	366	0	-100%
183		Insurance Other	191	191	0%	191	195	2%	191	0	-100%	191	85	-56%
184		Paid Vacation Expense	188	188	0%	204	204	0%	510	714	40%	1,020	408	-60%
185		Kaiser Health Plan	542	542	0%	434	488	12%	434	434	0%	434	434	0%
186		Taxes Other	210	0	-100%	210	652	210%	210	0	-100%	210	866	312%
187		Taxes Payroll	1,577	1,577	0%	1,812	2,120	17%	2,732	3,427	25%	1,867	1,632	-13%
188		Office and Computer Supplies	325	272	-16%	325	1,231	279%	325	485	49%	325	372	14%
189		Equip Rental Maint and Supplies	650	237	-63%	650	256	-61%	650	299	-54%	650	177	-73%
190		Telephone	515	671	30%	515	665	29%	515	406	-21%	515	675	31%
191		Postage & FAX	785	579	-26%	785	653	-17%	785	602	-23%	785	2,193	179%
192		Container Rent	230	230	0%	230	230	0%	230	230	0%	230	200	-13%
193		Building Rent	3,070	3,069	0%	3,070	3,119	2%	3,070	3,119	2%	3,070	3,119	2%
194		Building Maintenance	150	207	38%	150	117	-22%	150	228	52%	150	177	18%
195		Utilities	335	251	-25%	335	243	-27%	335	272	-19%	335	268	-20%
196		WEI Fundraising Salaries	0	0	all -	0	446	all -	0	-446	all -	0	0	all -
197		WEI Fundraising OPS	2,000	2,000	0%	2,000	5,000	150%	2,000	-2,000	-200%	2,000	1,000	-50%
198		WEI Fundraising Expenses	150	276	84%	200	184	-8%	200	281	40%	500	150	-70%
199		Cyberthon Salaries	0	0	all -	0	0	all -	0	646	all -	0	357	all -
200		Cyberthon OPS	0	0	all -	0	0	all -	0	4,000	all -	1,000	1,000	0%
201		Cyberthon Expenses	0	0	all -	0	194	all -	0	2,129	all -	12,300	3,238	-74%
202		Library Project Salaries	0	0	all -	0	0	all -	0	803	all -	1,000	924	-8%
203		Library Project OPS	0	0	all -	0	0	all -	0	0	all -	200	125	-38%
204		Library Project Expenses	0	0	all -	0	0	all -	0	207	all -	0	0	all -
205		Environmental Projects Salaries	0	0	all -	0	0	all -	0	0	all -	0	54	all -
206		Environmental Projects OPS	0	0	all -	0	0	all -	0	0	all -	0	0	all -
207		Environmental Projects Expenses	0	0	all -	0	0	all -	0	0	all -	0	31	all -
208		Legal Professional and Copyright	350	90	-74%	350	160	-54%	350	0	-100%	350	102	-71%
209		Interest and Penalties	200	183	-9%	200	168	-16%	200	161	-19%	200	157	-22%
210		Bank Service Fees	50	79	59%	50	41	-19%	50	33	-33%	50	32	-35%
211		Misc Pub and Admin Expenses	50	61	23%	50	442	784%	50	0	-100%	50	68	36%
212		Misc Expenses	120	5	-96%	120	40	-67%	120	2	-98%	120	38	-69%
213		WELL Repay Expenses	0	0	all -	0	0	all -	0	0	all -	0	0	all -
214		**TOTAL GEN AND ADMIN EXPENSES**	**18,729**	**17,749**	**-5%**	**22,357**	**25,517**	**14%**	**21,812**	**24,085**	**10%**	**35,610**	**25,216**	**-29%**
215														
216		Grants Expense	0	0	all -	0	0	all +	0	0	all +	0	0	all +
217		**CHANGE IN FUND BALANCE**	**-43,668**	***18,940***	**-143%**	**3,372**	***-36,073***	**-1170%**	**32,240**	***30,475***	**-5%**	***12,190***	***21,511***	**76%**

	A	B	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
110		*1990 Budget*	SEPTEMBER		Pct	OCTOBER		Pct	NOVEMBER		Pct	DECEMBER		Pct
111			Projected	Actual	Diff.	Projected	Actual	Diff.	Projected	Actual	Diff.	Projected	Actual	Diff.
112														
113		**SALES AND ROYALTY INCOME**										52,231		
114		Subscription Sales	33,000	16,265	-51%	36,000	96,100	167%	34,500	76,029	120%	48,000	0	-100%
115		Back Issue Sales	630	1,130	79%	630	1,164	85%	630	914	45%	630	0	-100%
116		Mailing List Sales	1,700	2,631	55%	1,000	304	-70%	1,500	0	-100%	2,000	0	-100%
117		Direct Distribution Sales	5,333	3,219	-40%	5,333	10,321	94%	5,333	8,988	69%	5,333	0	-100%
118		Warner Sales	11,400	11,300	-1%	1,800	4,931	174%	1,800	11,300	528%	11,400	0	-100%
119		Book & Postcard Sales	2,500	3,755	50%	2,500	5,158	106%	2,500	4,642	86%	4,000	0	-100%
120		Royalty Income	22,500	19,125	-15%	0	0	all +	0	0	all +	0	0	all +
121		Production Monies	12,500	12,500	0%	0	0	all +	0	0	all +	0	0	all +
122		Change In Sub Liability	0	0	all +	0	0	all +	0	0	all +	0	0	all +
123		**INCOME SUBTOTAL**	**89,564**	**69,925**	**-22%**	**47,264**	**117,977**	**150%**	**46,264**	**101,873**	**120%**	**71,364**	**0**	**-100%**
124														
125		**OTHER INCOME**												
126		Chronicle Income	2,200	2,200	0%	2,750	2,750	0%	2,200	2,200	0%	2,200	0	-100%
127		Unclassifieds Income	1,145	1,102	-4%	143	677	373%	143	242	69%	1,145	0	-100%
128		Misc Royalty Income	233	702	202%	233	0	-100%	233	0	-100%	233	0	-100%
129		Production Projects Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
130		Contributions General	1,000	401	-60%	1,000	538	-46%	1,000	472	-53%	1,000	0	-100%
131		Contributions WEI	2,000	1,551	-22%	0	75	all +	0	0	all +	0	0	all +
132		Cyberthon Income	50,000	47,325	-5%	25,000	7,140	-71%	0	250	all +	0	0	all +
133		Library Project Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
134		Environmental Projects Income	0	0	all +	0	0	all +	0	0	all +	0	0	all +
135		Interest Income	309	339	10%	610	495	-19%	726	500	-31%	666	0	-100%
136		Sale of Assets	0	250	all +	0	250	all +	0	0	all +	0	0	all +
137		Miscellaneous Income	0	133	all +	0	0	all +	0	100	all +	0	0	all +
138		**TOTAL OTHER INCOME**	**56,887**	**54,003**	**-5%**	**29,736**	**11,924**	**-60%**	**4,302**	**3,764**	**-13%**	**5,244**	**0**	**-100%**
139														
140		Grants Income	7,500	7,500	0%	0	0	all +	0	0	all +	0	0	all +
141		***TOTAL REVENUE***	***153,950***	***131,427***	**-15%**	***77,000***	***129,901***	**69%**	***50,566***	***105,637***	**109%**	***76,608***	***0***	**-100%**
142														
143		**COST OF SALES**												
144		Circulation Pay	2,741	2,349	-14%	2,996	2,521	-16%	2,996	2,630	-12%	2,996	0	-100%
145		Sub Fulfillment	9,000	1,944	-78%	0	1,401	all -	9,000	9,000	0%	0	0	all -
146		Sub Premium Offers	0	0	all -	0	0	all -	0	0	all -	0	0	all +
147		MacSub Fulfillment OPS	0	0	all -	0	0	all -	0	0	all -	0	0	all +
148		MacSUB Fulfillment Pay	3,889	1,923	-51%	3,889	2,483	-36%	4,501	1,894	-58%	4,501	0	-100%
149		Circulation Promo	900	-117	-113%	2,700	794	-71%	2,700	1,381	-49%	2,700	0	-100%
150		Renewal & Billing Expenses	1,100	5,136	367%	1,700	3,081	81%	1,700	3,475	104%	1,700	0	-100%
151		Insert Expenses	1,660	2,953	78%	0	0	all -	1,660	1,660	0%	0	0	all +
152		Credit Card Discount	250	-610	-344%	250	1,265	406%	250	250	0%	250	0	-100%
153		Direct Distributor Expenses	1,500	2,650	77%	0	0	all -	1,500	1,500	0%	0	0	all -
154		Warner Expenses	3,000	1,317	-56%	0	0	all -	3,000	3,000	0%	0	0	all -
155		Printing Magazine	23,500	22,744	-3%	0	0	all -	23,500	23,500	0%	0	0	all -
156		Mailing List Fulfillment	230	265	15%	230	526	129%	230	230	0%	230	0	-100%
157		Editorial Pay	4,814	5,623	17%	4,814	6,290	31%	4,814	5,178	8%	5,005	0	-100%
158		Writers and Contributors	600	60	-90%	600	125	-79%	6,300	6,315	0%	600	0	-100%
159		Misc Editorial Expenses	745	45	-94%	745	4	-99%	745	160	-79%	745	0	-100%
160		Pre Press	4,800	3,961	-17%	0	355	all -	4,800	4,800	0%	0	0	all -
161		Research Pay	1,658	1,046	-37%	1,658	1,167	-30%	1,658	816	-51%	1,658	0	-100%
162		Research Expense	400	437	9%	400	3	-99%	400	7	-98%	400	0	-100%
163		Production Pay	5,411	4,878	-10%	7,482	7,764	4%	1,441	1,307	-9%	5,411	0	-100%

SEPT OCT NOV DEC

	A	B	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN
164		Production OPS	450	72	-84%	450	830	84%	450	0	-100%	450	0	-100%
165		Outside Production Work	0	98	all -	0	0	all -	0	0	all -	0	0	all +
166		Production Supplies	450	241	-46%	450	31	-93%	450	450	0%	450	0	-100%
167		Whole Earth Ecolog OPS	11,000	0	-100%	0	0	all -	0	0	all -	0	0	all +
168		Whole Earth Ecolog Expenses	3,375	17,561	420%	0	0	all -	0	0	all -	0	0	all +
169		Purchase & Promo of Books etc.	2,000	1,833	-8%	5,000	4,970	-1%	200	112	-44%	3,000	0	-100%
170		Fulfillment of Books	375	427	14%	375	293	-22%	375	21	-95%	600	0	-100%
171		Chronicle Expenses	1,850	1,760	-5%	1,850	2,525	36%	1,850	1,575	-15%	1,850	0	-100%
172		Change in Inventory	0	0	all -	0	0	all -	0	0	all -	0	0	all -
173		**TOTAL COST OF SALES**	**85,697**	**78,597**	**-8%**	**35,588**	**36,428**	**2%**	**74,519**	**69,260**	**-7%**	**32,546**	**0**	**-100%**
174														
175		**GROSS MARGIN**	**68,253**	**52,830**	**-23%**	**41,412**	**93,473**	**126%**	**-23,953**	**36,376**	**-252%**	**44,062**	**0**	**-100%**
176														
177		**GENERAL AND ADMINISTRATIVE EXP**												
178		Office Pay	2,359	2,413	2%	2,359	3,640	54%	2,359	2,821	20%	2,486	0	-100%
179		Pub and Admin Pay	2,104	1,779	-15%	2,104	1,642	-22%	2,104	1,489	-29%	2,104	0	-100%
180		Pub and Admin Pre Project Pay	638	0	-100%	638	0	-100%	638	376	-41%	638	0	-100%
181		Director Pay	2,917	2,917	0%	2,917	2,917	0%	2,917	2,917	0%	2,917	0	-100%
182		Insurance Workers Comp	518	920	78%	564	0	-100%	456	0	-100%	542	0	-100%
183		Insurance Other	191	178	-7%	191	0	-100%	191	176	-8%	191	0	-100%
184		Paid Vacation Expense	4,147	1,326	-68%	765	102	-87%	765	1,530	100%	765	0	-100%
185		Kaiser Health Plan	434	488	12%	434	434	0%	434	325	-25%	434	0	-100%
186		Taxes Other	210	69	-67%	210	0	-100%	210	77	-63%	210	0	-100%
187		Taxes Payroll	2,641	1,947	-26%	2,878	2,893	1%	2,324	2,300	-1%	2,762	0	-100%
188		Office and Computer Supplies	325	1,480	355%	325	731	125%	325	133	-59%	325	0	-100%
189		Equip Rental Maint and Supplies	650	326	-50%	650	119	-82%	650	600	-8%	650	0	-100%
190		Telephone	515	678	32%	515	187	-64%	515	550	7%	515	0	-100%
191		Postage & FAX	785	-750	-195%	785	428	-45%	785	1,007	28%	785	0	-100%
192		Container Rent	230	200	-13%	230	200	-13%	230	200	-13%	230	0	-100%
193		Building Rent	3,070	3,119	2%	3,070	3,119	2%	3,070	3,119	2%	3,070	0	-100%
194		Building Maintenance	150	117	-22%	150	228	52%	150	117	-22%	150	0	-100%
195		Utilities	335	112	-66%	335	263	-22%	335	300	-10%	335	0	-100%
196		WEI Fundraising Salaries	0	0	all -	0	0	all -	0	0	all -	0	0	all -
197		WEI Fundraising OPS	2,000	1,000	-50%	2,000	-2,000	-200%	1,000	1,000	0%	0	0	all -
198		WEI Fundraising Expenses	500	424	-15%	500	632	26%	200	0	-100%	200	0	-100%
199		Cyberthon Salaries	0	1,303	all -	0	715	all -	0	0	all -	0	0	all -
200		Cyberthon OPS	1,000	2,500	150%	1,000	7,000	-88%	0	0	all -	0	0	all -
201		Cyberthon Expenses	9,800	11,117	13%	56,063	54,526	all -	0	482	all -	0	0	all -
202		Library Project Salaries	1,000	440	-56%	0	829	all -	0	306	all -	0	0	all -
203		Library Project OPS	200	0	-100%	0	0	all -	0	0	all -	0	0	all -
204		Library Project Expenses	0	0	all -	0	23	all -	0	0	all -	0	0	all -
205		Environmental Projects Salaries	0	0	all -	0	0	all -	0	0	all -	0	0	all -
206		Environmental Projects OPS	0	0	all -	0	0	all -	0	0	all -	0	0	all -
207		Environmental Projects Expenses	0	0	all -	0	0	all -	0	0	all -	0	0	all -
208		Legal Professional and Copyright	350	10	-97%	350	0	-100%	350	0	-100%	350	0	-100%
209		Interest and Penalties	200	156	-22%	200	178	-11%	200	0	-100%	200	0	-100%
210		Bank Service Fees	50	33	-34%	50	131	162%	50	0	-100%	50	0	-100%
211		Misc Pub and Admin Expenses	50	765	1430%	50	539	978%	50	0	-100%	50	0	-100%
212		Misc Expenses	120	139	16%	120	0	-100%	120	148	23%	120	0	-100%
213		WELL Repay Expenses	0	0	all -	0	0	all -	0	0	all -	0	0	all -
214		**TOTAL GEN AND ADMIN EXPENSES**	**37,487**	**35,205**	**-6%**	**79,452**	**79,475**	**0%**	**20,427**	**19,971**	**-2%**	**20,078**	**0**	**-100%**
215														
216		Grants Expense	0	0	all +	0	0	all +	0	0	all +	7,500	0	-100%
217		**CHANGE IN FUND BALANCE**	***30,765***	***17,625***	**-43%**	***-38,040***	***13,998***	**-137%**	***-44,380***	***16,405***	**-137%**	***16,484***	***0***	**-100%**

SOURCES OF IMPROVEMENT OVER BUDGET

46	+ SUB LIAB
32	+ CIRC SUB-ING.
19	+ COGS SAV.
16	+ WARNER SLS
~~15~~	+ G&A SVGS
11	+ A.D. SLS
6	+ BOOK SLS
3	+ BACK IS.
3	+ MAILING LIST
3	+ MISC INC.
2	+ UNCLASS.
2	+ CONTRIBUTIONS—GEN.

WEI

	PROJ	ACT
Rev	165	147
EXP	108	110
net	57	37.

+ 68,000	ADD'L SLS + ROY INC.
+ 6,000	ADD'L OTHER INC.
+ 19,000	SAVED — COST OF SALES
+ 13,000	SAVED — G&A
+ 106,000	BETTER PERFORMANCE
+ 46,000	INCR. IN SUB LIAB
152,000	NON-WEI ACTUAL VS PROJ.
<20,>	WEI " " "
132	POINT " " "
vs	
130,000	Δ ON P/L OF " " "

TO RECONCILE ABOVE #'s TO P/L.

	A	B	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA
110		*1990 Budget*	TOTALS	Actual & Proj	Pct		Proj thru	Actual	Pct		<------ PERCENTAGE OF TOTAL (BY CATEGORY) ------>				
111			Proj/Year	for Year	Diff.		NOVEMBER	To Date	Diff.		Proj/Year	Act+Proj/Yr		Proj to Date	Actual to Date
112			==========	==========			==========	==========			==========	==========		==========	==========
113		SALES AND ROYALTY INCOME	Δ = 78	-46 INCR IN SUB. LIAB=							WOULD HAVE				
114		Subscription Sales	399,906	477,572	19%	+32,000	351,906	429,572	22%		BEEN 60%	WAS 61%		59%	61%
115		Back Issue Sales	8,566	11,582	35%	+3,000	7,935	10,952	38%		1%	1%		1%	2%
116		Mailing List Sales	18,882	21,723	15%	+3,000	16,882	19,723	17%		3%	3%		3%	3%
117		Direct Distribution Sales	66,917	77,737	16%	+11,000	61,584	72,404	18%		10%	10%		10%	10%
118		Warner Sales	77,660	93,593	21%	+16,000	66,260	82,193	24%		12%	12%		11%	12%
119		Book & Postcard Sales	23,435	29,819	27%	+6,000	19,435	25,819	33%		4%	4%		3%	4%
120		Royalty Income	45,000	41,625	-8%	-3,000	45,000	41,625	-8%		7%	5%		8%	6%
121		Production Monies	25,000	25,000	0%	—	25,000	25,000	0%		4%	3%		4%	4%
122		Change In Sub Liability	0	0	all +		0	0	all +		0%	0%		0%	0%
123		**INCOME SUBTOTAL**	**665,366**	**778,651**	**17%**		**594,002**	**707,288**	**19%**		**100%**	**100%**		**100%**	**100%**
124						+68,000									
125		**OTHER INCOME**													
126		Chronicle Income	28,600	27,500	-4%	-1,000	26,400	25,300	-4%		4%	4%		4%	4%
127		Unclassifieds Income	7,039	8,715	24%	+2,000	5,893	7,570	28%		1%	1%		1%	1%
128		Misc Royalty Income	3,196	2,270	-29%	-1	2,963	2,038	-31%		0%	0%		0%	0%
129		Production Projects Income	0	401	all +		0	401	all +		0%	0%		0%	0%
130		Contributions General	10,045	12,019	20%	+2,000	9,045	11,019	22%		2%	2%		2%	2%
131		Contributions WEI	51,956	58,517	13%	+7,000	51,956	58,517	13%		8%	8%		9%	8%
132		Cyberthon Income	108,250	87,916	-19%	-20,000	108,250	87,916	-19%		16%	11%		18%	12%
133		Library Project Income	5,000	401	-92%	-5	5,000	401	-92%		1%	0%		1%	0%
134		Environmental Projects Income	0	401	all +		0	401	all +		0%	0%		0%	0%
135		Interest Income	4,568	5,756	26%	+1,000	3,901	5,090	30%		1%	1%		1%	1%
136		Sale of Assets	0	500	all +		0	500	all +		0%	0%		0%	0%
137		Miscellaneous Income	418	3,696	785%	+3,000	418	3,696	785%		0%	0%		0%	1%
138		**TOTAL OTHER INCOME**	**219,071**	**208,092**	**-5%**		**213,827**	**202,848**	**-5%**		**33%**	**27%**		**36%**	**29%**
139		excl WEI	53,865	60,857	+13%	+6,000									
140		Grants Income	7,500	7,500	0%		7,500	7,500	0%						
141		***TOTAL REVENUE***	***891,936***	***994,243***	**11%**		***815,329***	***917,635***	**13%**						
142															
143		**COST OF SALES**													
144		Circulation Pay	32,211	33,515	4%		29,215	30,518	4%		5%	4%		5%	4%
145		Sub Fulfillment	36,237	35,729	-1%		36,237	35,729	-1%		5%	5%		6%	5%
146		Sub Premium Offers	1,367	1,587	16%		1,367	1,587	16%		0%	0%		0%	0%
147		MacSub Fulfillment OPS	727	783	8%		727	783	8%		0%	0%		0%	0%
148		MacSUB Fulfillment Pay	36,264	24,759	-32%		31,764	20,258	-36%		5%	3%		5%	3%
149		Circulation Promo	16,755	11,643	-31%		14,055	8,943	-36%		3%	1%		2%	1%
150		Renewal & Billing Expenses	18,991	21,282	12%		17,291	19,582	13%		3%	3%		3%	3%
151		Insert Expenses	7,622	9,254	21%		7,622	9,254	21%		1%	1%		1%	1%
152		Credit Card Discount	3,323	2,886	-13%		3,073	2,636	-14%		0%	0%		1%	0%
153		Direct Distributor Expenses	4,988	6,960	40%		4,988	6,960	40%		1%	1%		1%	1%
154		Warner Expenses	11,386	9,976	-12%		11,386	9,976	-12%		2%	1%		2%	1%
155		Printing Magazine	95,061	94,837	0%		95,061	94,837	0%		14%	12%		16%	13%
156		Mailing List Fulfillment	2,759	3,516	27%		2,529	3,286	30%		0%	0%		0%	0%
157		Editorial Pay	60,476	64,748	7%		55,471	59,743	8%		9%	8%		9%	8%
158		Writers and Contributors	32,537	31,519	-3%		31,937	30,919	-3%		5%	4%		5%	4%
159		Misc Editorial Expenses	7,800	5,127	-34%		7,055	4,382	-38%		1%	1%		1%	1%
160		Pre Press	19,257	17,871	-7%		19,257	17,871	-7%		3%	2%		3%	3%
161		Research Pay	17,793	15,211	-15%		16,135	13,553	-16%		3%	2%		3%	2%
162		Research Expense	4,272	2,242	-48%		3,872	1,842	-52%		1%	0%		1%	0%
163		Production Pay	58,013	55,650	-4%		52,602	50,238	-4%		9%	7%		9%	7%

	A	B	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA
164		Production OPS	3,888	1,640	-58%		3,438	1,190	-65%		1%	0%		1%	0%
165		Outside Production Work	3,226	4,269	32%		3,226	4,269	32%		0%	1%		1%	1%
166		Production Supplies	5,417	3,397	-37%		4,967	2,947	-41%		1%	0%		1%	0%
167		Whole Earth Ecolog OPS	42,625	32,558	-24%		42,625	32,558	-24%		6%	4%		7%	5%
168		Whole Earth Ecolog Expenses	6,750	20,989	211%		6,750	20,989	211%		1%	3%		1%	3%
169		Purchase & Promo of Books etc.	17,442	15,163	-13%		14,442	12,163	-16%		3%	2%		2%	2%
170		Fulfillment of Books	4,247	4,058	-4%		3,647	3,458	-5%		1%	1%		1%	0%
171		Chronicle Expenses	23,116	23,941	4%		21,266	22,091	4%		3%	3%		4%	3%
172		Change in Inventory	0	0	all -		0	0	all -		0%	0%		0%	0%
173		**TOTAL COST OF SALES**	**574,551**	**555,111**	**-3%**	+19	**542,006**	**522,566**	**-4%**		**86%**	**71%**		**91%**	**74%**
174															
175		**GROSS MARGIN**	**317,385**	**439,131**	**38%**		**273,323**	**395,070**	**45%**						
176															
177		**GENERAL AND ADMINISTRATIVE EXP**													
178		Office Pay	33,506	35,422	6%		31,020	32,936	6%		5%	5%		5%	5%
179		Pub and Admin Pay	27,383	25,351	-7%		25,279	23,247	-8%		4%	3%		4%	3%
180		Pub and Admin Pre Project Pay	4,313	2,776	-36%		3,675	2,139	-42%		1%	0%		1%	0%
181		Director Pay	20,417	20,417	0%		17,500	17,500	0%		3%	3%		3%	2%
182		Insurance Workers Comp	6,719	3,428	-49%		6,177	2,886	-53%		1%	0%		1%	0%
183		Insurance Other	2,292	1,780	-22%		2,101	1,589	-24%		0%	0%		0%	0%
184		Paid Vacation Expense	9,180	6,053	-34%		8,415	5,288	-37%		1%	1%		1%	1%
185		Kaiser Health Plan	5,316	5,315	0%		4,882	4,881	0%		1%	1%		1%	1%
186		Taxes Other	1,844	2,037	10%		1,634	1,827	12%		0%	0%		0%	0%
187		Taxes Payroll	29,114	29,178	0%		26,352	26,416	0%		4%	4%		4%	4%
188	S	Office and Computer Supplies	4,360	6,789	56%		4,035	6,464	60%		1%	1%		1%	1%
189	S	Equip Rental Maint and Supplies	7,235	4,699	-35%		6,585	4,049	-39%		1%	1%		1%	1%
190	U	Telephone	6,198	6,425	4%		5,683	5,910	4%		1%	1%		1%	1%
191	U	Postage & FAX	8,570	7,787	-9%		7,785	7,002	-10%		1%	1%		1%	1%
192		Container Rent	2,760	2,640	-4%		2,530	2,410	-5%		0%	0%		0%	0%
193		Building Rent	36,837	37,132	1%		33,767	34,062	1%		6%	5%		6%	5%
194		Building Maintenance	1,753	1,891	8%		1,603	1,741	9%		0%	0%		0%	0%
195	U	Utilities	3,958	3,322	-16%		3,623	2,987	-18%		1%	0%		1%	0%
196		WEI Fundraising Salaries	0	0	all -		0	0	all -		0%	0%		0%	0%
197		WEI Fundraising OPS	21,000	14,000	-33%		21,000	14,000	-33%		3%	2%		4%	2%
198		WEI Fundraising Expenses	3,772	3,470	-8%		3,572	3,270	-8%		1%	0%		1%	0%
199		Cyberthon Salaries	0	3,022	all -		0	3,022	all -		0%	0%		0%	0%
200		Cyberthon OPS	3,000	14,500	383%		3,000	14,500	383%		0%	2%		1%	2%
201		Cyberthon Expenses	78,163	71,686	-8%		78,163	71,686	-8%		12%	9%		13%	10%
202		Library Project Salaries	2,000	3,302	65%		2,000	3,302	65%		0%	0%		0%	0%
203		Library Project OPS	400	125	-69%		400	125	-69%		0%	0%		0%	0%
204		Library Project Expenses	0	230	all -		0	230	all -		0%	0%		0%	0%
205		Environmental Projects Salaries	0	54	all -		0	54	all -		0%	0%		0%	0%
206		Environmental Projects OPS	0	0	all -		0	0	all -		0%	0%		0%	0%
207		Environmental Projects Expenses	0	31	all -		0	31	all -		0%	0%		0%	0%
208		Legal Professional and Copyright	3,691	1,603	-57%		3,341	1,253	-62%		1%	0%		1%	0%
209		Interest and Penalties	2,344	1,947	-17%		2,144	1,747	-19%		0%	0%		0%	0%
210		Bank Service Fees	572	572	0%		522	522	0%		0%	0%		0%	0%
211		Misc Pub and Admin Expenses	2,189	3,714	70%		2,139	3,664	71%		0%	0%		0%	1%
212		Misc Expenses	1,651	1,182	-28%		1,531	1,062	-31%		0%	0%		0%	0%
213		WELL Repay Expenses	0	0	all -		0	0	all -		0%	0%		0%	0%
214		**TOTAL GEN AND ADMIN EXPENSES**	**330,535**	**321,879**	**-3%**	+9 000	**310,458**	**301,802**	**-3%**		**50%**	**41%**		**52%**	**43%**
215		excl WEI	222,000	209,389	(-6%)	+13 000									
216		Grants Expense	7,500	7,500	0%		0	0	all +						
217		**CHANGE IN FUND BALANCE**	***-20,650***	***109,752***	**-631%**		***-37,135***	***93,268***	**-351%**						

555
209
764